



FLORIDA STATE UNIVERSITY
LIBRARIES

Redesigning an Academic Library Website: Process and Lessons Learned

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Overview



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- Introduction
 - [Our ACRL Poster](#)
- Content Review
- UX & IA
- Collaborating with Stakeholders
- Lessons Learned & Next Steps



Learning Outcomes



- Understand best practices for a library website redesign through iterative gathering of feedback, user testing, content review, and rethinking structure to produce a high-impact, user friendly website.
- Analyze current websites for potential improvements as well as opportunities for gathering information from internal and external users to support data-driven website design and organization.
- Identify strategies for collaborating with stakeholders and interpreting varying needs to develop and implement a shared website vision.



Do you have an active role in developing and designing the website for your organization?

Is anyone in the process of a refresh or redesign?

Planning a “Refresh”



- Technical opportunity provided opportunity to refresh our website
- Four phases: feedback gathering & user testing, content review, design & testing, and infrastructure upgrade and implementation

A screenshot of the Florida State University Libraries website. The top navigation bar is maroon with the text 'FSU >> FSU LIBRARIES' on the left, the university logo in the center, and a search bar on the right with the text 'Search Our Website...' and 'Search'. Below the search bar are links for 'OneSearch' and 'My Account'. The main header area is white with the text 'FLORIDA STATE UNIVERSITY LIBRARIES' in the center. Below the header is a horizontal menu with the text '≡ MENU' and several categories: 'SEARCH & FIND', 'SERVICES & RESEARCH', 'ABOUT THE LIBRARIES', 'MATERIALS & BORROWING', 'HELP & SUPPORT', and 'COVID GUIDELINES'. The main content area is light gray and features a large search box on the left with the text 'Search Articles, Books & More...' and a green 'Search' button. Below the search box are links for 'Introducing the New OneSearch Discovery Tool' and 'More Ways to Search', which includes 'Advanced Search', 'Journal Search', 'FSU Theses and Dissertations', and 'Special Collections Search'. To the right of the search box is a grid of eight circular icons representing different library services: 'Library Hours' (clock), 'Course Materials' (stack of books), 'Equipment & Software' (laptop), 'Study Rooms' (desk and chair), 'Citation Guide' (document with pencil), 'Research Guides' (magnifying glass over document), 'Tutoring Information' (two people at a desk), and 'Contact Us' (phone with @ symbol). A small 'Be Right Back!' notification box is visible on the right side of the page.

Our Website Purpose Statement



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The FSU Libraries website seeks to provide low-barrier access to library collections and services in order to support the teaching, learning, and research activities of Florida State University as well as effective and meaningful engagement with library staff, services, and tools.

Establishing Goals



- Improve frontend experience / more efficient tools and workflows for internal content creation & editing
- Improve pages for language / less jargon (with user-focused content), accuracy, and clarity
- Reduce barriers for tasks our users most want to accomplish
- Simplify / streamline navigation & search systems (with mobile, touch-screen in mind)
- Seamless integration of services & resources
- Explore design principles to improve website consistency and aesthetic



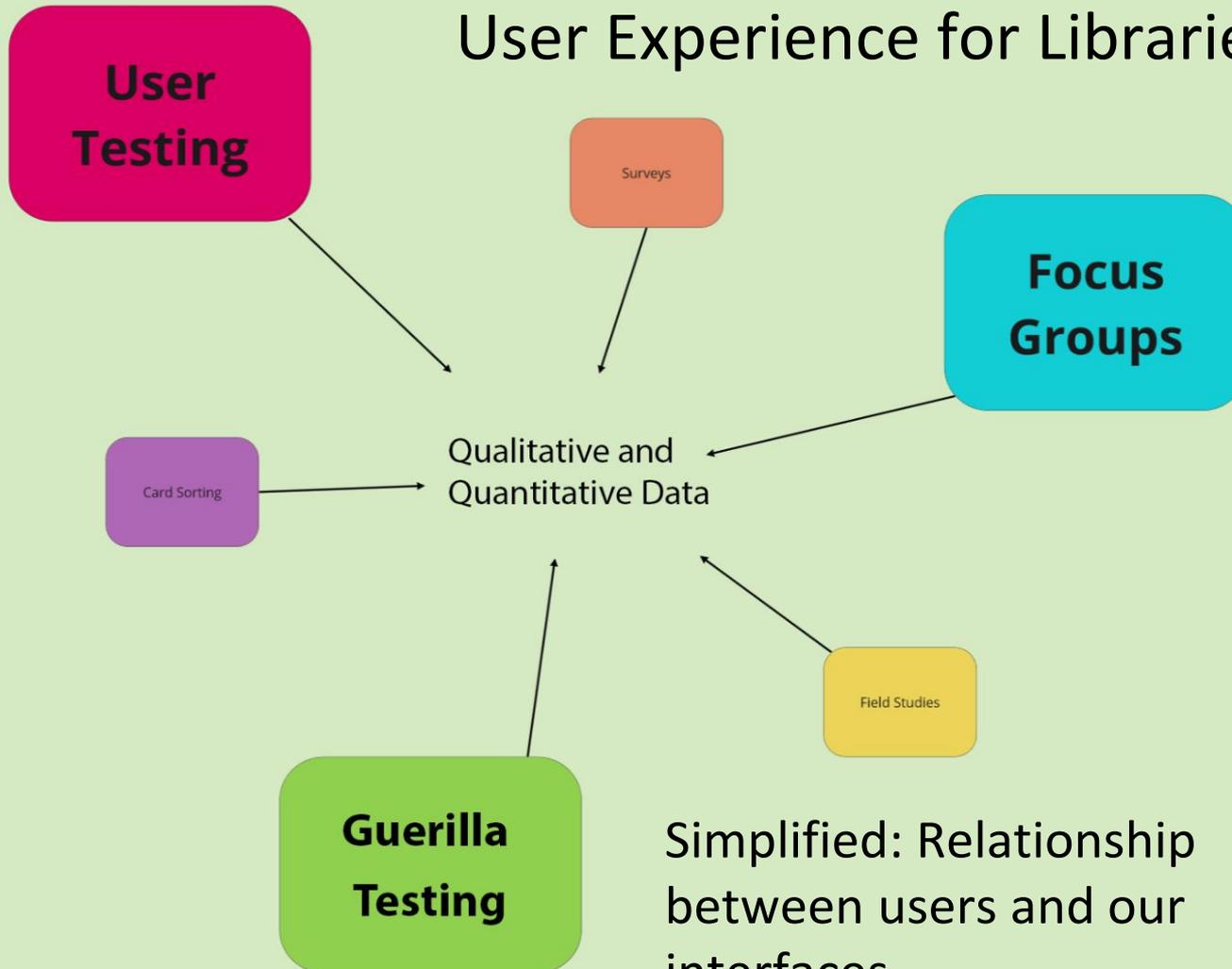
- Formed Content Review Taskforce with the goal of assessing and improving overall content for clarity, accuracy, voice & jargon, and design, as well as determining “ownership” of pages
- Developed a workflow to score in each page to determine what content should be moved, improved, and retired
- Completed the work in a series of online sprints, scoring the top 500 pages our website [documented on this spreadsheet](#)

Content Review Workflow



1. Developing scope of content and architecture review (based on main goals and purpose of the website)
2. Reviewing content groups
3. Using Google Analytics to create a list of highly trafficked, medium traffic, low traffic, or no traffic pages
4. Auditing content (move, improve, retire) based on criteria; identify duplicate content
5. Developing a list of pages to be retired, improved, or moved, as well as recommendations

User Experience for Libraries

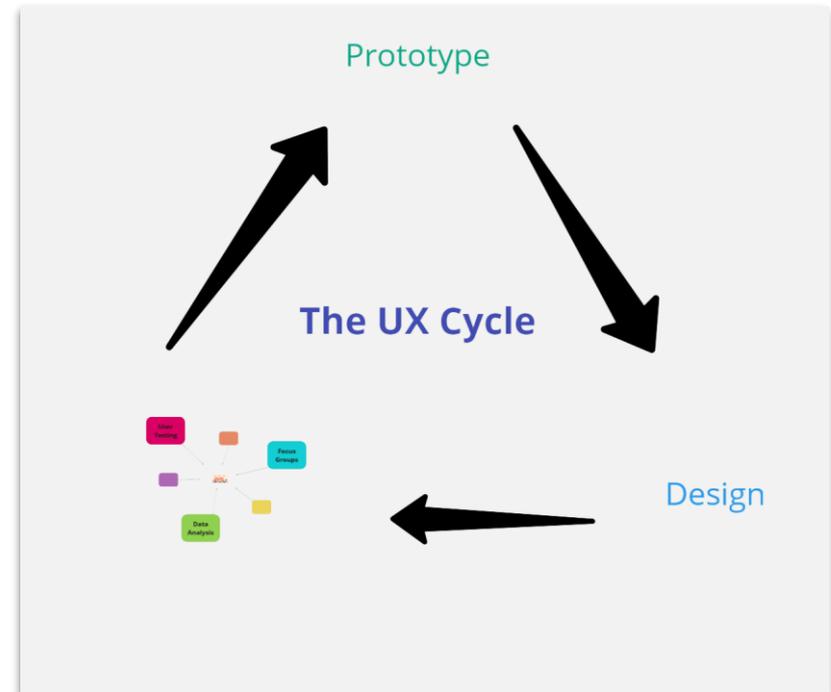


Simplified: Relationship between users and our interfaces

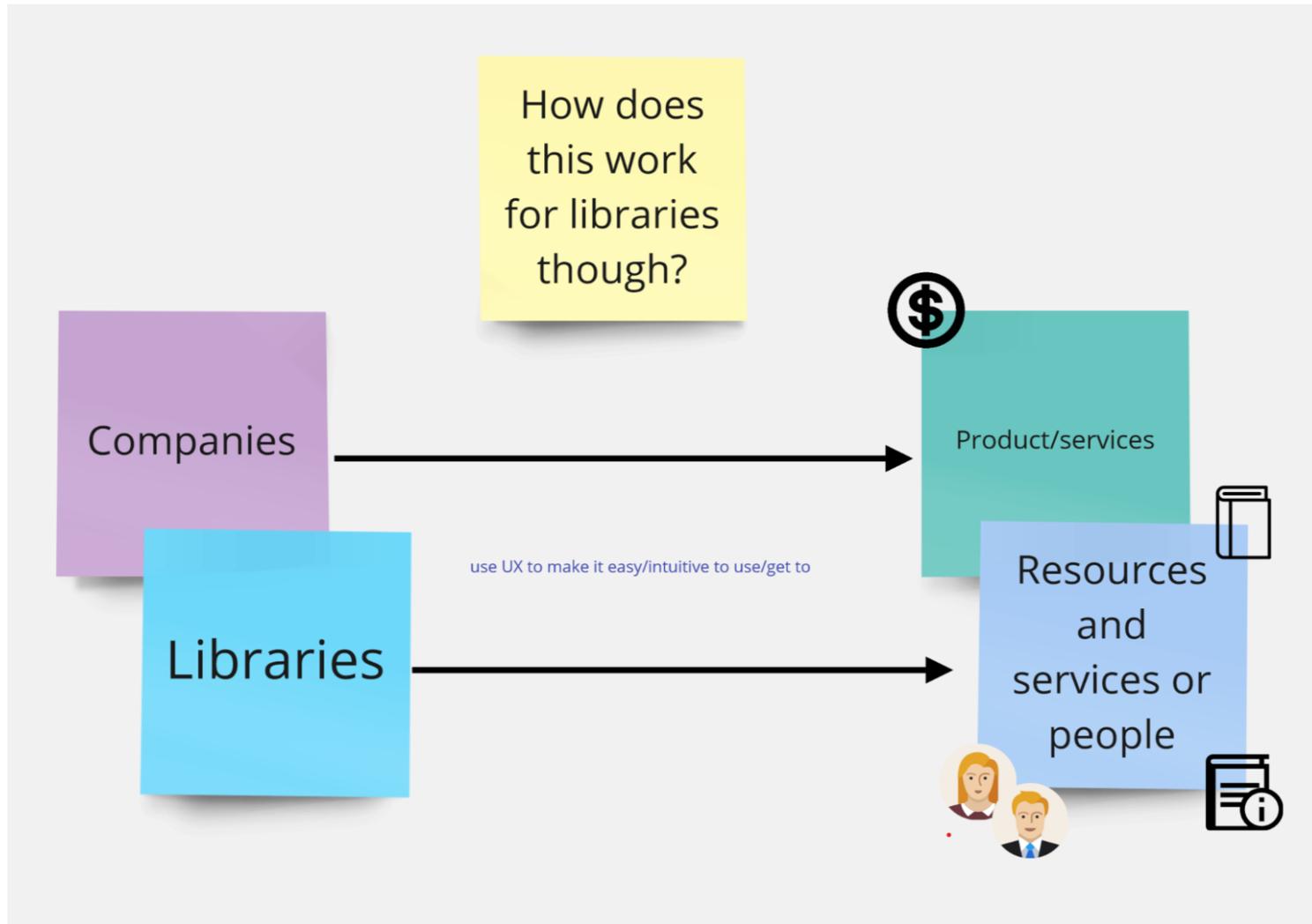
The UX Cycle

- Prototype
- (Test)
- Design
- Test

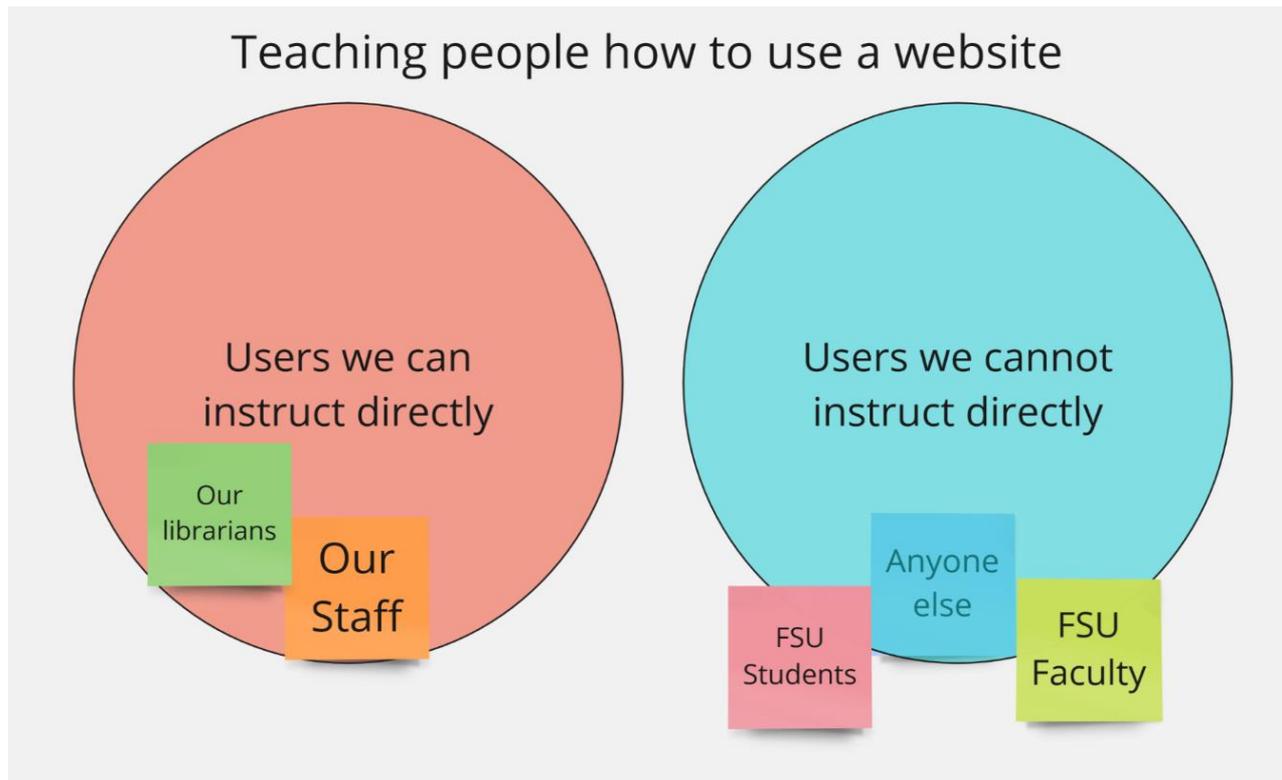
Rinse and Repeat



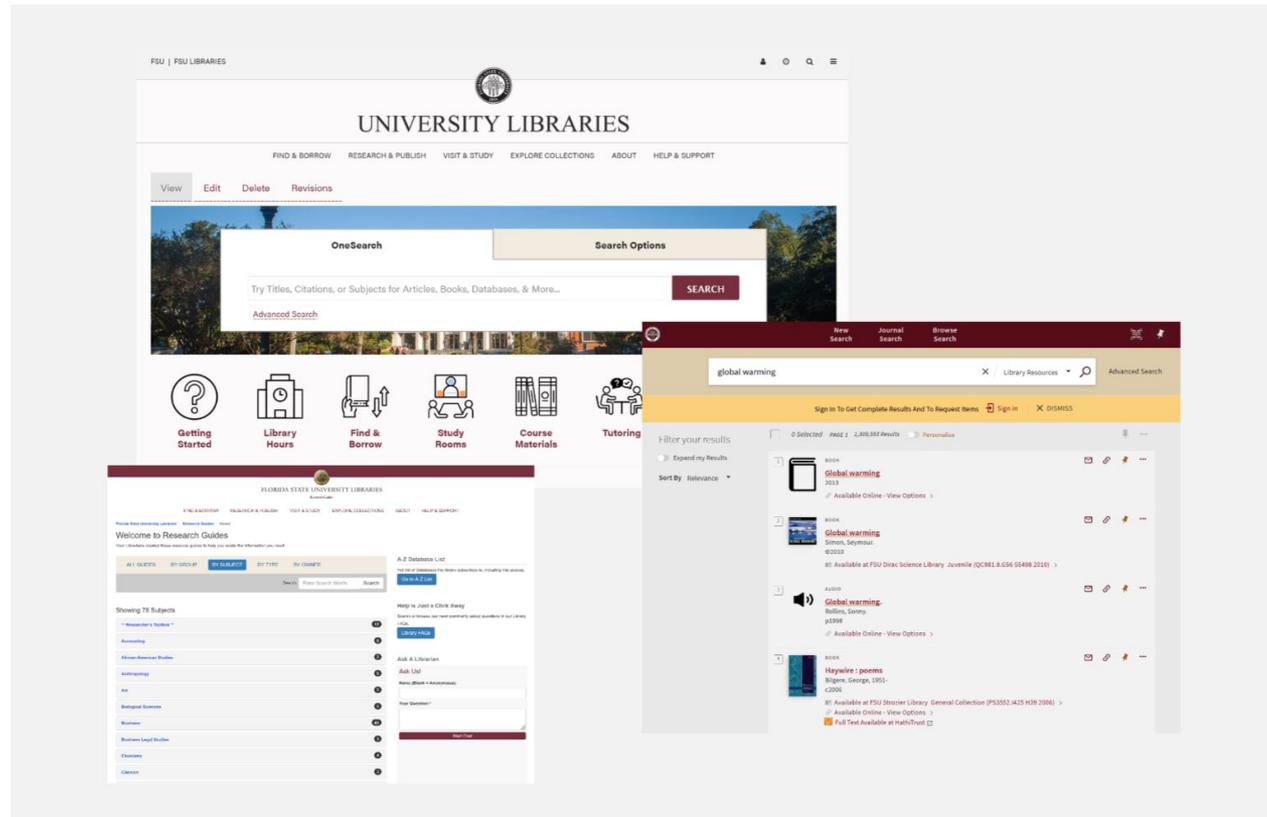
How long? As long as your system exists



Problems and Obstacles



Problems and Obstacles



Interface Overlap

Accessibility First

Know the current guidelines and recommendations
BEFORE design starts:

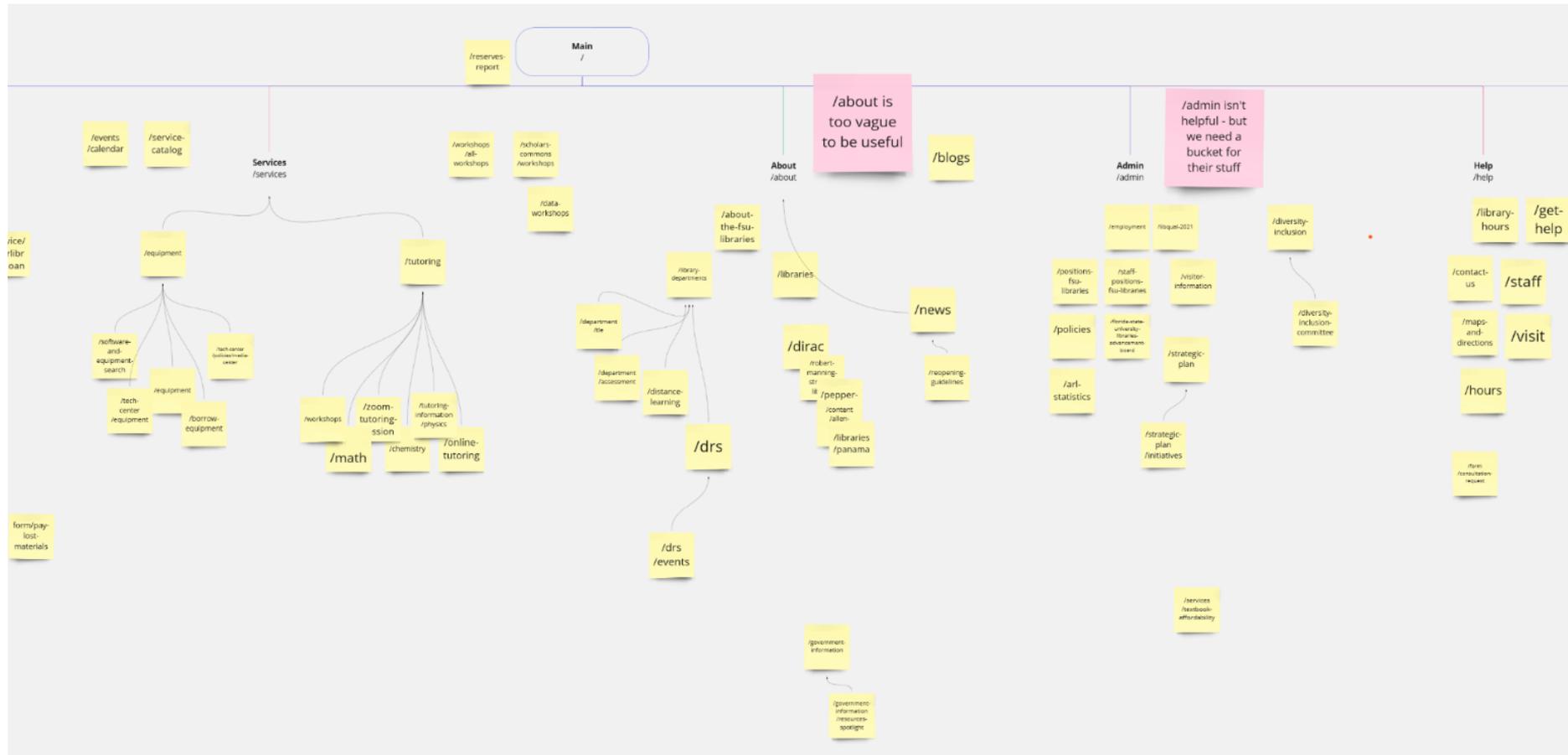
- WCAG 2: <https://www.w3.org/WAI/standards-guidelines/wcag/>
 - Some basics include:
 - Alt-text for all images
 - Contrast and colorblind requirements
 - Nested headings for screen readers
- Your institution may already have the tools per government requirements
 - Find them and use them!
 - Free options: <https://www.w3.org/WAI/ER/tools/>

IA: Information Architecture

“Organizing, structuring, and labeling content in an effective and sustainable way”

So what is good IA? Knowing where you are and what you’re doing by the context of the page you’re on.

IA: Information Architecture



Our data gathering tools:

- Focus Groups (internal)
- User Interviews (external)



User interviews and testing (the fun part!)

- IRB
- Compensation
- Scheduling
- The Tasks + Script
- Consent

Testing in three easy steps

- **Introduction:** names, record, consent
- **The Tasks:** let them fail, ask probing questions
- **Thank:** thanks! fill out survey, compensation

Presenting Findings to Stakeholders

- Keep it concise and relevant to your audience
- Don't try to inflate or misrepresent figures (50% instead of 2/4)
 - Show or explain how X users had Y problem
- Don't blame the users, don't blame the audience
 - Don't blindsides with findings
- Always offer a solution (even if it's not a good one)
- Define what feedback you want or need to prevent runaways

Don't go at it alone!

Send out a
call...

...but
emphasize
action



You will be
training, so
train yourself
first

This group will become your
advocates

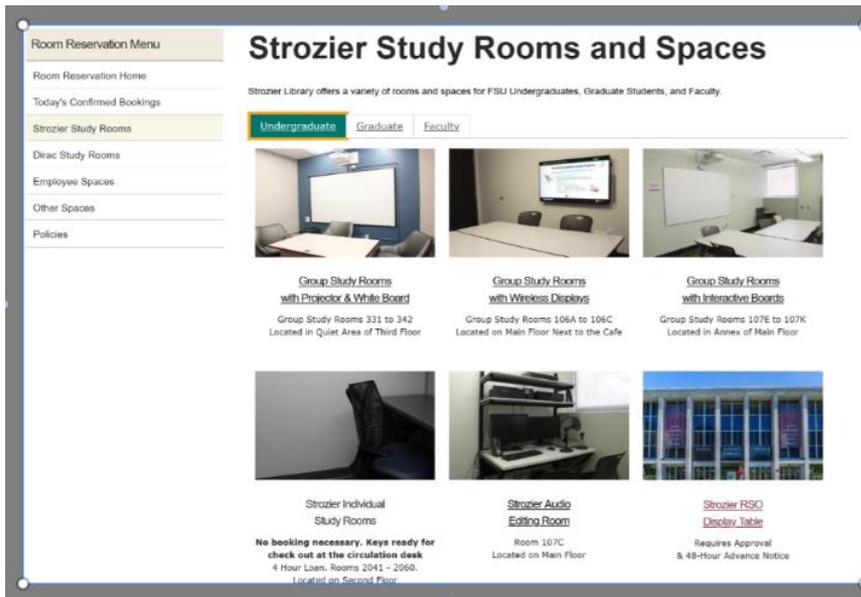


Our Findings

Don't use these findings to make changes to your website

Do use these findings as jumping off points for your own user testing!

Our Findings



Room Reservation Menu

- Room Reservation Home
- Today's Confirmed Bookings
- Strozier Study Rooms**
- Dirac Study Rooms
- Employee Spaces
- Other Spaces
- Policies

Strozier Study Rooms and Spaces

Strozier Library offers a variety of rooms and spaces for FSU Undergraduates, Graduate Students, and Faculty.

Undergraduate Graduate Faculty



Group Study Rooms with Projector & White Board
Group Study Rooms 331 to 342
Located in Quiet Area of Third Floor



Group Study Rooms with Wireless Displays
Group Study Rooms 106A to 106C
Located on Main Floor Next to the Cafe



Group Study Rooms with Interactive Boards
Group Study Rooms 107E to 107K
Located in Annex of Main Floor



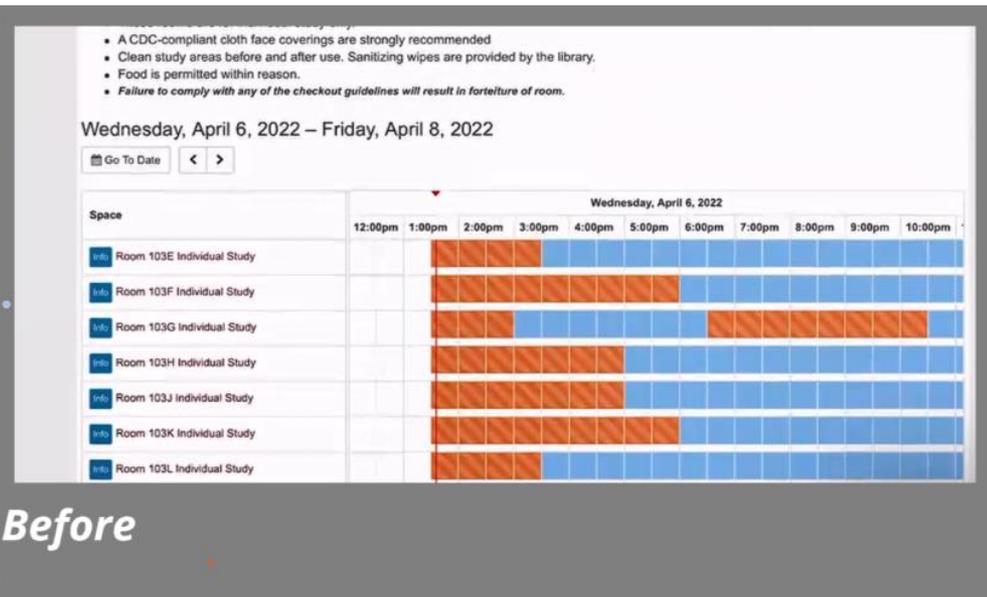
Strozier Individual Study Rooms
No booking necessary. Keys ready for check out at the circulation desk
4 Hour Loan, Rooms 2041 - 2060.
Located on Second Floor



Strozier Audio Editing Room
Room 107C
Located on Main Floor



Strozier RSO Display Table
Requires Approval & 48-Hour Advance Notice



- A CDC-compliant cloth face coverings are strongly recommended
- Clean study areas before and after use. Sanitizing wipes are provided by the library.
- Food is permitted within reason.
- Failure to comply with any of the checkout guidelines will result in forfeiture of room.

Wednesday, April 6, 2022 – Friday, April 8, 2022

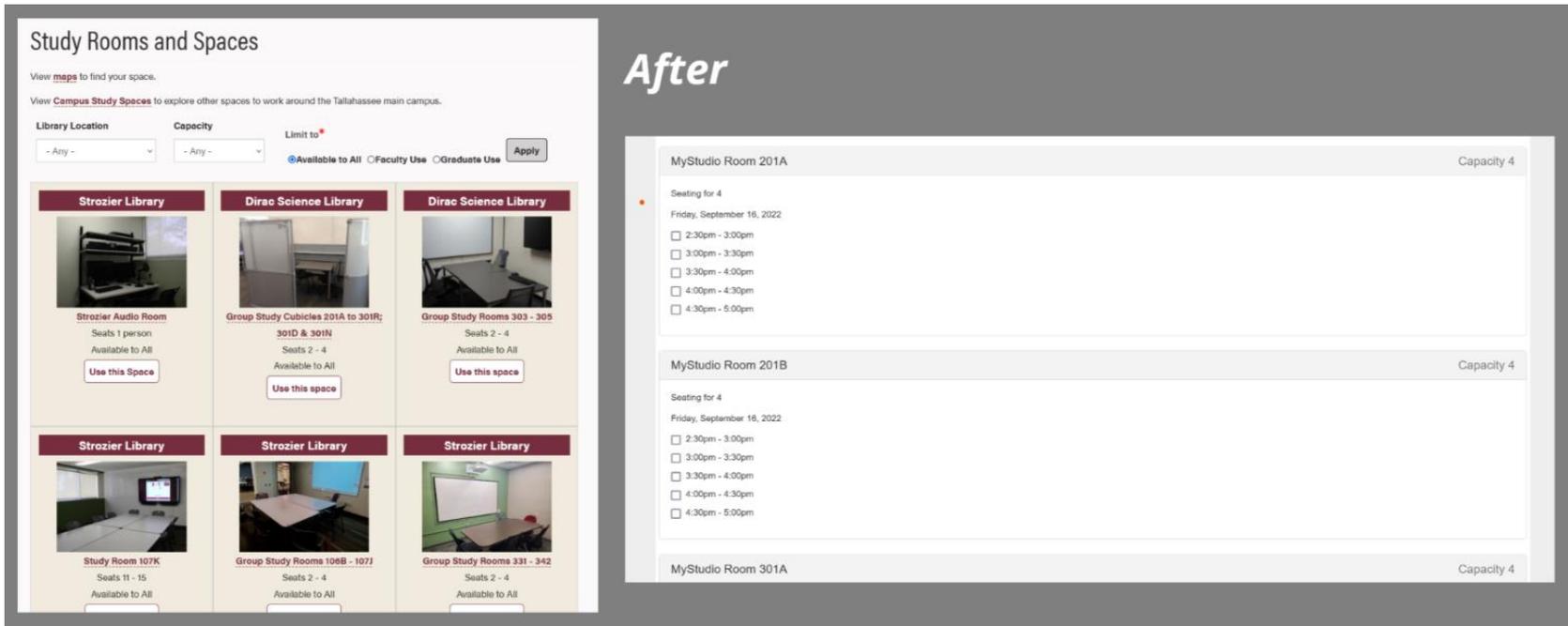
Go To Date < >

Space	Wednesday, April 6, 2022										
	12:00pm	1:00pm	2:00pm	3:00pm	4:00pm	5:00pm	6:00pm	7:00pm	8:00pm	9:00pm	10:00pm
Room 103E Individual Study											
Room 103F Individual Study											
Room 103G Individual Study											
Room 103H Individual Study											
Room 103J Individual Study											
Room 103K Individual Study											
Room 103L Individual Study											

Before

Room booking was convoluted and non-accessible

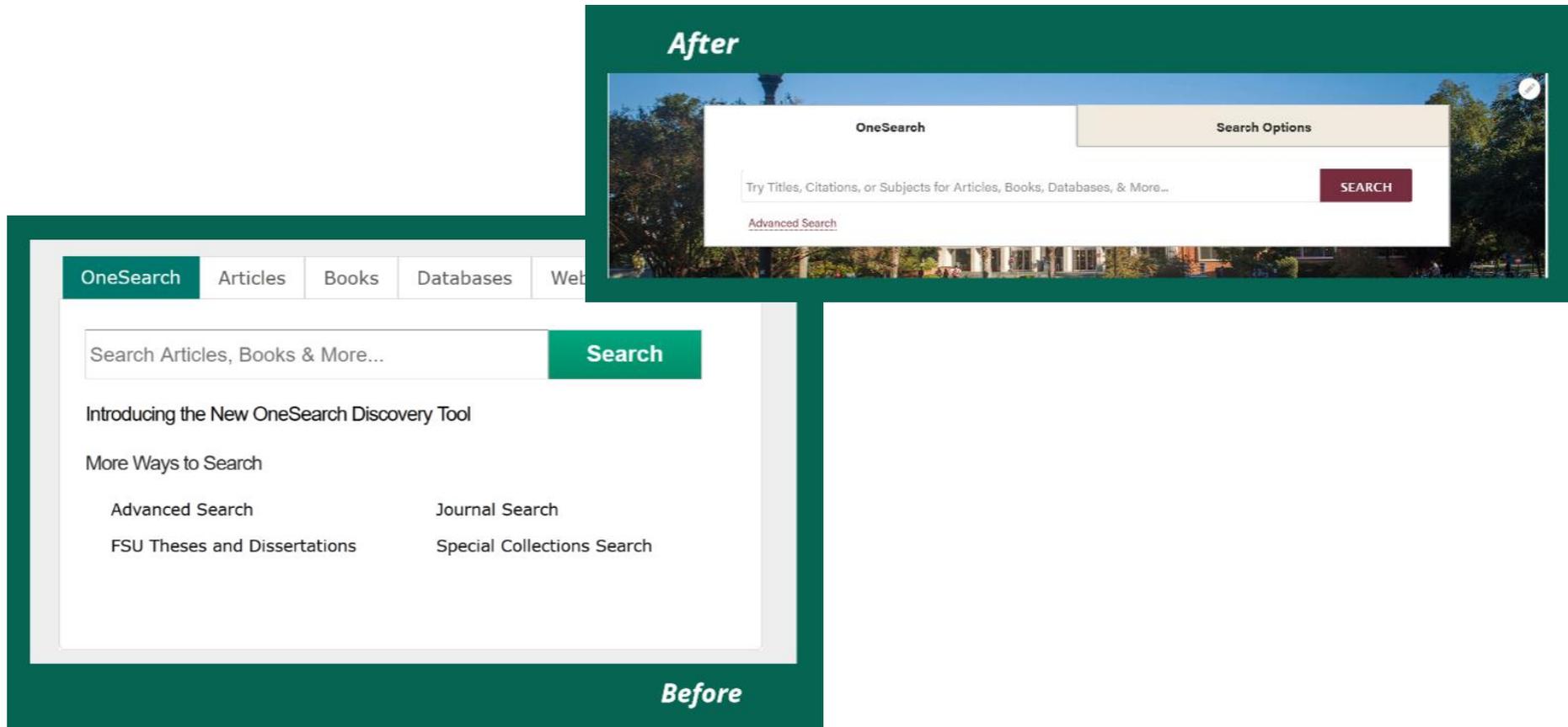
Our Findings



The screenshot displays the 'Study Rooms and Spaces' interface. On the left, a grid of room cards is shown, each with a photo, title, and 'Use this Space' button. The cards include: Strozier Library (Strozier Audio Room, 1 seat), Dirac Science Library (Group Study Cubicles 201A to 301R, 301D & 301N, 2-4 seats), and Strozier Library (Study Room 107K, 11-15 seats). On the right, a detailed view for 'MyStudio Room 201A' is shown, including a calendar for Friday, September 16, 2022, and a list of time slots (2:30pm - 3:00pm, 3:00pm - 3:30pm, 3:30pm - 4:00pm, 4:00pm - 4:30pm, 4:30pm - 5:00pm) with checkboxes for booking. The interface is titled 'After'.

Room booking was convoluted and non-accessible

Our Findings



Don't burden your users with options (at first)



Our Findings

Borrowing Materials

- How to Request Materials through OneSearch
- Curbside Pick-Up Instructions
- Returning Items
- Borrowing Terms**

All active FSU students, faculty, or staff may request materials through the FSU Libraries online catalog and borrow materials in-person at the Circulation desks.

Current students, faculty, and staff at Florida Community Colleges and Public Universities are granted borrowing privileges. Current university I.D. must be presented and verified.

Special Borrowing permits are given to certain patrons. Please visit the [Special Borrowing Permits](#) page for more information on who qualifies and how to apply.

See the below charts for how long you can borrow materials.

FSU owned materials can be renewed for the same loan period as the original, a total of five times, unless the item is recalled by another scholar, in which case it will need to be returned within 10 days of the recall. You can renew items through the "My Account & Renewals" link to the left of this page. Please see the Uborrow or Interlibrary loan pages for renewals of non-FSU owned items.

Florida State University

	Books	Bound Journals	Popular Videos	Instructional Videos	Interlibrary Loan	Remote access to databases
FSU Undergraduate Students	4 weeks	In-library use only	2 days	In-library use only	Yes	Yes
FSU Graduate Students	8 weeks	24 hrs	2 days	3 days	Yes	Yes
FSU Faculty	16 weeks	24 hrs	2 days	3 days	Yes	Yes

Before

After

Borrowing Policies

[Back to top](#)

Members of the FSU community are granted borrowing privileges with their current FSU Card. See the [FSU Card Center](#) if you do not have a current FSU Card.

- [Renewals & Returns](#)
Last Updated: Aug 22, 2022 | Topics: [Borrowing](#) [Circulation](#) | Views: 295
- [Loan Periods & Borrowing Terms](#)
Last Updated: Aug 22, 2022 | Topics: [Borrowing](#) [Circulation](#) | Views: 257
- [How do I renew my Uborrow items?](#)
Last Updated: Aug 02, 2022 | Topics: [Borrowing](#) [Uborrow](#) | Views: 128
- [Fines](#)
Last Updated: Sep 07, 2022 | Topics: [Borrowing](#) [Fines and Paying for Materials](#) | Views: 76
- [Library Express Delivery Service](#)
Last Updated: Aug 25, 2022 | Topics: [Borrowing](#) [Library Express Delivery \(LED\)](#) | Views: 40
- [What are the policies for Fines and Late Return Reimbursements?](#)
Last Updated: Sep 07, 2022 | Topics: [Borrowing](#) [Circulation](#) [Fines and Paying for Materials](#) | Views: 35
- [I am affiliated with another Florida school. What are the policies for reciprocal services?](#)
Last Updated: Aug 18, 2022 | Topics: [Borrowing](#) | Views: 24
- [What items can I request delivery service for?](#)
Last Updated: Aug 01, 2022 | Topics: [Borrowing](#) [Library Express Delivery \(LED\)](#) | Views: 21
- [How long will it take to get my library express delivery?](#)
Last Updated: Aug 01, 2022 | Topics: [Borrowing](#) [Library Express Delivery \(LED\)](#) | Views: 21

Users don't browse, they search and they like FAQs

Who are our Internal Stakeholders



- Public Services
- Subject Librarians
- Administration
- Marketing
- Outreach and Programming
- Technical Services
- IT (Information Technology)

Open Forums for Internal Stakeholders



Establish transparency and inclusivity from the very beginning through small, focused department-based groups that also offer an opportunity to manage expectations regarding the redesign timeline and goals.

Questions posed:

1. From your experience, what do you think the current website is doing well?
2. From your experience, what aspects of the website have caused you issues?

Challenges



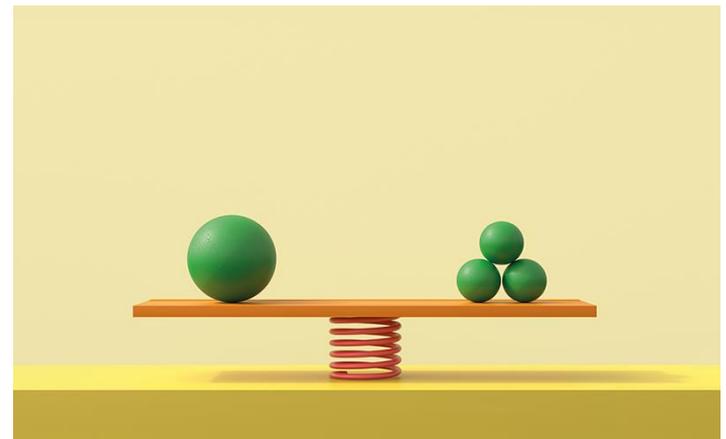
- Different backgrounds, roles, goals, and priorities
- Varying levels of technical expertise
- Navigating conflicting or contradictory feedback
- Technical capabilities and limitations



Finding Balance



- Considering user needs, industry best practices, and website goals while valuing stakeholders' perspectives
- Document and communicate decision-making rationale to stakeholders
- Find common ground and make reasonable compromises
- Evaluate feedback objectively
- Share iterations and seeking feedback



Collaborating with Internal Stakeholders



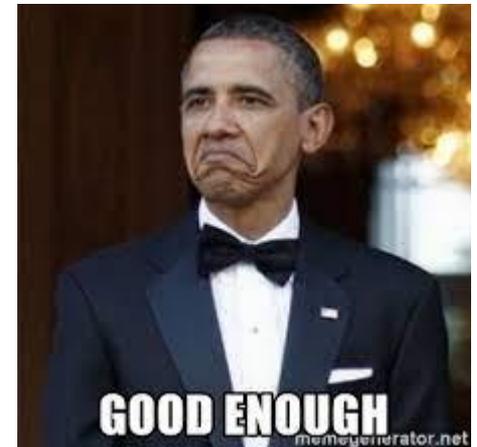
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- Internal stakeholders are also end-users
- Internal stakeholders possess valuable expertise and experiences with our users
- Collaborating with internal stakeholders fosters a sense of ownership and commitment to the website redesign
- Stakeholders who feel valued and included are more likely to champion the website, promote its use, and contribute to its ongoing success

Lesson Learned: Perfect vs. Good Enough



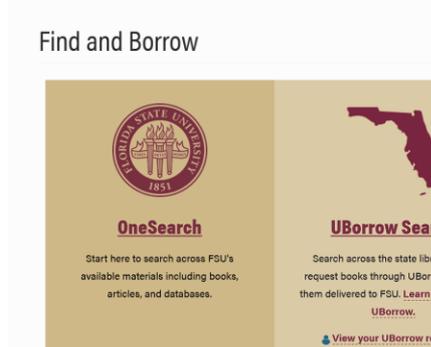
- Websites are never finished



Lesson Learned: Perfect vs. Good Enough



- Focus on a few number of important “wins”



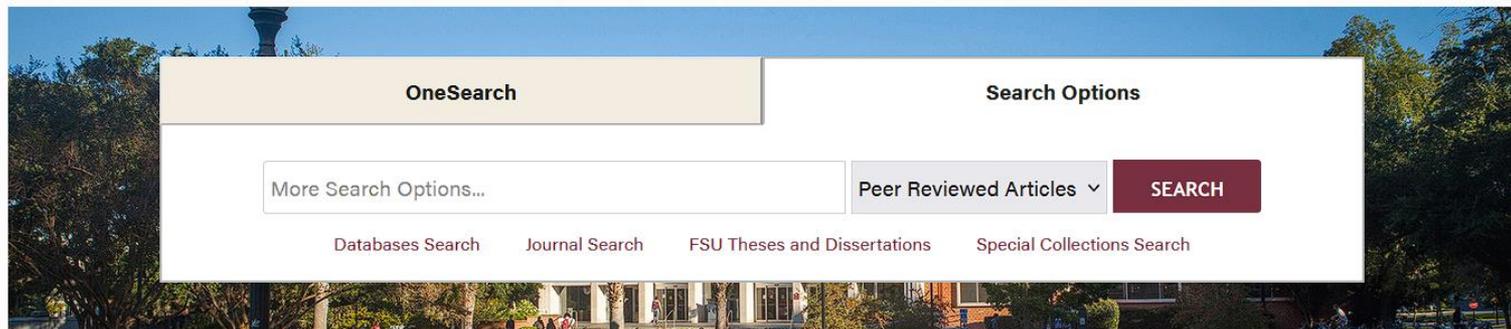
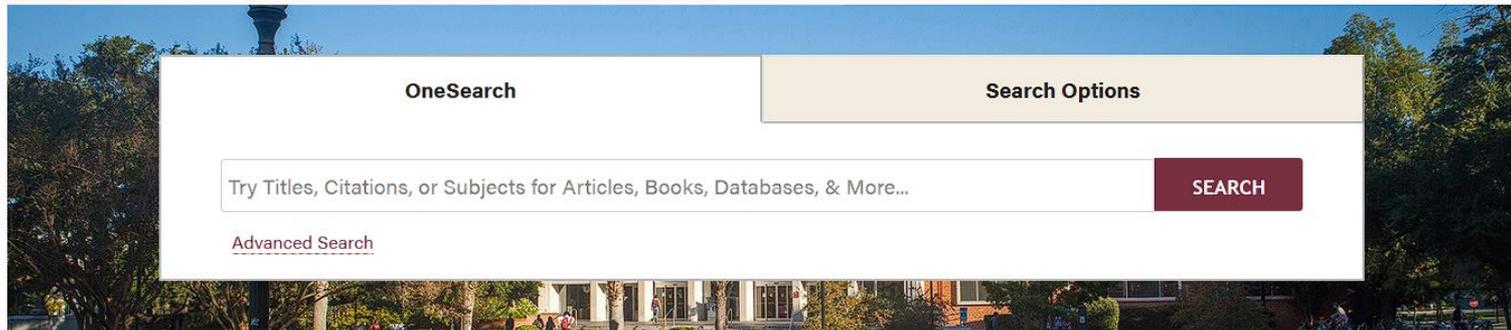
Research Support



Lesson Learned: Perfect vs. Good Enough



- Backup your controversial decisions with data



Lesson Learned: Open Feedback Management



- The success of your redesign depends on your stakeholders feeling like their input is valued
- An open process allows for everyone to see what is being said and what the redesign team is doing to incorporate stakeholder input





Next Step: Continuous Improvement

Reporting Structure

- Website Strategic Committee
- Website Content and Communication Committee

Website Content Review Process

- [Content Inventory](#)
- Content Ownership
- Reporting Structure



Questions?

Reach out to us:

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Mason at mrhall@fsu.edu

Favenzio at fcalvo@fsu.edu.



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